



The Trans-India Challenge

MEDIA INFORMATION

FOR IMMEDIATE RELEASE

Alan Braithwaite

Born in London in 1946, Alan's Honours Degree in Engineering from Birmingham University and Masters in Business Studies from the London Business School, has allowed him to pursue his passions for travel, transport and adventure. While his Engineering qualification first took him into the food industry – making baked beans and ice cream – it was his Masters that sparked his entrepreneurial spirit.

After learning some tough lessons from building a start-up furniture business for a large UK manufacturer, in 1979 Alan combined his engineering skills and love of analytics and modelling to become a freelance consultant, specialising in distribution, logistics and supply chain management.

In 1985, he set-up his own consultancy – LCP Consulting – making early use of micro-computer data analysis in the logistics and supply chain sector and landing Apple's European Logistics Division as an early client. After surviving the '90s UK recession, LCP became one of the world's leading independent supply chain and logistics consultancies.

With clients around the world, including brand names such as Harrods, Tesco, ExxonMobil, Johnson & Johnson, Maersk and China's Sinochem, Alan was able to travel and experience first-hand many of the challenges of global logistics. At the same time, he began lecturing at Cranfield University Business School, becoming a Visiting Professor in 2006 and Head of Supply Chain Research for many years.

LCP Consulting was bought by digital logistics specialists, BearingPoint®, in 2017, by which time Alan had co-authored a book: *Business Operations Models – becoming a disruptive competitor*. He had also developed a keen interest in freight transport policies, in particular looking at city-based freight and logistics, focusing on environmental sustainability, air quality and congestion. He is now Chairman of The Chartered Institute of Transport and Logistics' Freight and Logistics Policy Group.

Since 2017 Alan has continued to combine his expertise in transport, logistics and sustainability, becoming a Director of Cargobikes.com Ltd – a pioneering electric transport company developing cargo delivery bikes for UK supermarket chains and local retailers.

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His view that sustainability in materials and transport is now one of the most important global issues, has also drawn him to the Indian-based charity Goonj. As well as the organisation's focus on developing a 'circular economy', it has allowed Alan to revisit India and explore and develop the model of dignity-based social regeneration and environmental sustainability.

With his Father driving Morgan 3-wheelers in rallies in the 1920s and '30s, Alan has continued the family passion for the British marque. He bought his first Morgan in 2002 and is now the proud owner of both a four-seater Roadster and a new 3-Wheeler which, at the age of 73, he and his wife, Pat, will drive some 3,500 miles around India.

For further information, or to arrange an interview with Alan Braithwaite, contact the Trans-India Challenge media office:

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Images and video clips are available by visiting: <http://www.transindiachallenge.com/media/>